

Charming Summer Dresses are greatly reduced --

You will appreciate the fact that these prices are heavily reduced while there's still plenty of warm weather in which the dresses are so perfectly suitable.



\$2.95 Women's and Misses Printed and Plain Linen Dresses selling \$1.95 now for

\$3.95 Women's and Misses Printed and Plain Linen Dresses selling \$2.65 now for

\$5.95 Misses One Piece and Two Piece Dresses in Printed Linen and Tabiti cloth selling for \$3.95

\$10.95 Misses Summer Sheers, Crepes, Printed Crepes and All Silk Dresses in Plain and Bolero Jackets selling for \$7.30

\$12.95 Women's Summer Sheers, Crepes, and Printed Crepes and Laces in all the latest styles and colors, selling for \$8.65

\$14.95 Women's Crepe Dresses, selling for \$9.95

And a Midsummer Sale of Lingerie

We are now able to give you the well known satin stripe material in lingerie at new low prices. This material washes and wears exceptionally well.

Gowns in various styles and in colors of blue and tea rose, formerly priced at \$2.00, selling now at \$1.59

Pajamas in the same material, lumber-jack style, tailored with short sleeves and just the thing for college and school girls. Former price \$2.95. New price \$2.00

Camisole top slips in newest styles, all satin \$1.59 and rayon satin slips in the same styles \$1.00

Rayon satin nighties in \$1.59 new lacy styles

All housecoats and sports-wear 1-3 OFF

MOORE & McLEOD Limited

For a Delicious Cup of Orange Pekoe Tea Mr. Tea Pott Says: Use BRAHMIN Full Flavoured Tea



CORK INSULATION IS CENTURIES OLD
The natural insulating qualities of cork were known to Portuguese and Spanish farmers, who observed centuries ago that the cork-oak tree was able to stand the blistering winds of their locality, while other trees and plants were scorched and killed.
What these farmers later found, that when cork bark was used in the construction of their homes it helped to exclude the summer heat and winter cold, has since become common knowledge to builders the world over. Thus this crude form of insulation was the forerunner of a popular present-day insulating method.
Cork's ability to absorb sound and vibration and its low thermal conductivity have made it popular as an insulating and sound-deadening material.

Y. M. C. A. PROPERTY FOR SALE

The Y.M.C.A. Board of Directors calls for bids or offers for purchase of present building, 184 Richmond St. Highest or any bid or offer not necessarily accepted. For particulars apply to

EDWIN JOHNSTONE, Recording-Secretary Y.M.C.A. Board of Directors

Phillips Building, Grafton St. Charlottetown

"VITA" GLASS

"Vita" Glass transmits into the house the sun's vital health-giving Ultra Violet Rays

Which are excluded entirely by ordinary window glass

The Cost of exchanging "Vita" glass for ordinary window glass is small, quite insignificant compared to the health advantages obtained.

Doctors tell you to "Vite" glaze all windows facing South and West.

H. K. S. HEMMING & Company

"Vita" Glass Agents for Prince Edward Island 88 Great George Street, Charlottetown

L434-7E-27-29-8-1

Central Guardian

This column is reserved for news of local interest, but advertising of a newsworthy nature is inserted at 5 cents a word strictly payable in advance.

CRASWELL for Photographs.

CONFEDERATION LIFE INSURANCE. L-9789-7-21-31

SEE THE MOODY POTATO DIGGER on show at the Exhibition. L-44-8-15-31.

THE 2ND. Canadian Siege Battery reunion at Amouries, Friday, August 18. A full attendance of members is requested. L-32-8-14-31.

ATTENTION ADVERTISERS—Advertisement for insertion the following day must be in this office not later than 11 a. m.

POLICE COURT. — At police court yesterday six drunks were fined, and a drunken driver was sentenced to seven days in jail. In a case of common assault, Jack and \$5 and costs was imposed. A prohibition case was dismissed.

HOLIDAY TRIP — Mr. and Mrs. Paul MacLeod are leaving today on a two weeks holiday motor trip. They will spend the week-end in Moncton with their friends and his wife. Then they will go to St. Martin to visit with Mrs. MacLeod's brother and his wife, and to St. John with friends. They also plan a visit in Prince Edward Island crossing over at Cape Tormentine. —(New Glasgow News.)

TURNIPS WANTED—We have already shipped turnips and want another car for Friday of this week; also one for Monday the following week. They must be four inches and over and we prefer to haul them to Charlottetown for loading with our own trucks. Phone the Office. FRANK B. CLARK. L-54-8-15-31

INTERESTED VISITORS. — Dr. and Mrs. Wilbur Luce and their daughter Jacquelin Jane of Champaign, Illinois, U. S. A. are visiting Mr. and Mrs. Addison Miller of Upper Hillboro Street. They are accompanied by Mrs. William E. Halliday of Newtonville, Mass. Mrs. Miller's sister and Mrs. Anne H. Jones of Gardiner, Maine. Dr. Luce is an instructor in the Zoology Department of the University of Illinois. All the visitors were greatly impressed with the beauty of the Island.

SAD NEWS RECEIVED. — The sad news was received Saturday of the death in the Royal Victoria Hospital, Montreal, of Mr. Ivan G. McLure. The funeral will take place in Moncton. Mrs. McLure with her daughter Constance and son Donald left Sunday for Moncton. Other relatives leaving to attend the funeral are Mr. James McLure, Miss Jean McLure, Miss Lottie McLure, Mr. Fenlon S. McLure, Mr. Hugh John McLure, Miss Lucy McLure and Mr. and Mrs. W. Chester S. McLure.

ST. DUNSTAN'S ALUMNI REUNION—Among the many activities of the exhibition an interesting one will be the reunion on Thursday afternoon and evening of the Alumni of St. Dunstan's College. This meeting usually takes place at the time of the College Commencement exercises each year. Not since 1929, when the 75th anniversary of the College was celebrated, did the reunion take place in the summer season. The summer meeting will enable members from outside the Province to attend; the secretary has received various notices to that effect. An enjoyable evening of the "Old Boys" of the College is anticipated.

Advertisement for Mount Royal Hotel featuring the slogan 'The Heart of Montreal' and 'Business or Pleasure'.



TENNIS DANCE—Beach Grove Inn — Thursday evening, August 17th. L-39-8-15-31.

ENJOYED THEIR HOLIDAY HERE—Mrs. Kent G. Colwell, Gregor's Hotel, was in the city yesterday enjoying a game of tennis with Miss Burke. Mr. and Mrs. Colwell and their two children are delighted with the holiday they have spent here, and go back to New York as Island boosters. As already mentioned in the Guardian, Mrs. Colwell is a daughter of the late Prime Minister Bonar Law, while her husband is a leading trust executive in New York, where she herself does a great deal of social work among refugees. They leave on their return to New York at the end of the week, looking forward to another vacation here next year.

PROVINCIAL EXHIBITION Prize Lists for 1939 are now ready and being mailed. If a copy does not reach you please write J. W. Boutler, Secretary, Charlottetown.

Personals

Miss Evelyn Vatcher, has left on two weeks holidays for the New York Fair.

Lieut.-Col. G. Elliott Full and Mrs. Full who have been on a visit to England returned home last evening.

Mr. and Mrs. Percy Dawson and daughters, of Crapaud, P.E.I., were visitors in Ottawa for a few days luncheon yesterday.—Ottawa Journal.

Mr. and Mrs. A. A. McCallum, City, have returned after spending the week-end at their home in Little Sands.

Miss Irene Callaghan of the office staff of A. R. McInnis left yesterday morning for River du Loup where she will spend her vacation.

Miss Orlo Jones of Pownal, who recently underwent an operation in the P. E. I. Hospital has recovered and is able to be out again.

Miss Ethel Warren is home after a very enjoyable holiday visit to friends in Charlottetown, P. E. I. —(New Glasgow News.)

Mr. Elmer Harris, noted playwright of New York who has been spending a vacation at his summer home in Fortune left on return yesterday morning.

Miss Florrie MacPherson of Cardigan, P. E. Island, is spending her vacation in town at the home of her brother, Mr. Norman and Mrs. MacPherson, 12 Laurie Street.—Truro News.

Harold Jones, young son of Mr. and Mrs. Frank Jones of Pownal, underwent a serious operation for appendicitis in the P. E. I. Hospital on Saturday and is now resting comfortably.

Mr. Fred Favour left for New York, Saturday, after spending a delightful vacation at Mrs. Smith's in Georgetown. Mrs. Favour and their charming daughter, Catherine are remaining for a few weeks longer.

Mr. R. W. and Mrs. Allen and young son, Bobby, returned by motor Sunday to their home in Moncton, having spent an enjoyable holiday with Mrs. Allen's parents, J. J. and Mrs. Hornby.

Mr. Victor Williams of the staff of Miller Bros. returned yesterday from spending his vacation with his sister, Mrs. J. F. Cameron Stellation. He was accompanied by his brother-in-law, Mr. J. F. Cameron, Master Roland Cameron and Mr. Robert Gordon Stellation, who will attend the Exhibition.

"We can have better business through better living and the best way to have better living is through better business," said Dr. W. L. Bailey, Professor of Sociology, in the North West University of Chicago, the guest speaker at the Rotary luncheon yesterday.

Advertisement for Garden City Dairy Products featuring '1st Prize' and 'Leaders at the Fair'.

Advertisement for Garden City Dairy Products featuring 'The Island's Finest on Display' and 'Ice-cold Garden City Milk, Buttermilk Chocolate Milk or Orange Drink'.

Advertisement for Pure Milk Co. Ltd. featuring 'The Pure Milk Co. Ltd. C. M. COX, Manager' and illustrations of cows.

Business men should depend on the upper realm of business and not on technique. Business is the most vital and essential part of our daily activities and religion is not so spiritual that it should be for the weekend only.
Dr. Bailey discussed business ethics and its relation to religion and other ideals. He said the only way out of the current impasse is not through reconstruction of the people, but of the rank and file. "We need more people, less debt, more home ownership, and better family life," he said.
A large percentage of failures is attributed to the kind of homes the people have and the kind they do not have.
In business failures are due not to the lack of efficiency, but to the lack of a general knowledge of society.
Business men should depend on

Advertisement for G. F. Hutcheson featuring 'How Are Your Eyes?' and 'At Rotary'.

Advertisement for Bank Night at Beach Grove Inn featuring '\$10.00 Bank Night' and 'Spot Dance'.

TIPPIE AND "CAP" STUBBS



TILLIE THE TOILER — MAC CHOSES THE LESSER EVIL!

